

# AMAZING NEWS: LSAT-India and JGLS Registers an Unprecedented 20.5% Increase in Applications in 2019 - JGU's 10<sup>th</sup> Anniversary Year

I am most delighted to inform you that the Jindal Global Law School applications process for its UG programmes is completed. With a profound sense of happiness and satisfaction, I wish to report to you that we have 8268 paid LSAT registrations for admissions to the JGLS in 2019. This has resulted in an impressive and unprecedented 20.5% increase since the last year.

This is also one of the highest annual increases of LSAT registrations that we have witnessed in the last ten years. This is a very significant development and congratulations to all our faculty members, students and staff for this incredible achievement as all of us have contributed in numerous ways to reach this landmark milestone.

With just a few hundred LSAT takers and JGLS applications in the year 2009, the last decade has been a phenomenal journey for all of us. It is our blood, sweat and tears that has brought us to where we are today and all of us can be genuinely proud of what we have accomplished in the last decade.

I would like to take this opportunity to thank the Team JGLS Admissions led by Professor Anand Mishra for their heroic efforts to make this happen. I know that the Team JGLS Admissions worked very hard and spent sleepless nights travelling across the length and breadth of the country and engaging with students and parents to persuade them to register for the LSAT. The entire JGLS admissions team, a very small group indeed deserves due credit for this achievement - Deepu, Debjyoti, Suruchi, Vinod and Anshu - this is not a small effort and thank you for what you have done to help us reach where we are today!

I would like to thank Nagendra for the efforts that he put in strengthening our digital outreach presence, which has helped us in the admissions efforts.

I would like to thank Professor Sean Bala for his leadership of the overall admissions effort and his unwavering support to the work of the JGLS admissions team.

Lastly, I would like to thank our former colleague and currently, the Country Head of LSAC-India, Professor Padmanabha Ramanujam for his tireless contributions to this effort. Needless to say, without his courage of conviction and meticulous planning of the outreach effort and strategic execution of the plan, we couldn't have achieved these results for this year. We have covered so many new coaching centres across the country and I cannot imagine we achieving these results without the herculean efforts that was put by the JGLS Admissions Team and the LSAT-India Team working together for a common cause. We also deeply appreciate the contribution of Paddy's colleague, Anmol LSAT-India.

We are also grateful to Professor Kellye Testy, the President of LSAC and her distinguished colleagues, Ms. Annmarie Levins and Mr. Yusuf Abdul-Kareem from the LSAC management and leadership in the USA for their encouragement and support to our efforts in India to expand the footprint of LSAC. In addition to the expansion in the outreach efforts for LSAT-India that has directly and substantially benefitted JGLS in a significant manner, LSAC has also instituted one 100% funded scholarship for the topper of LSAT-India for pursuing legal education, which will again benefit the student who will take admission to JGLS.

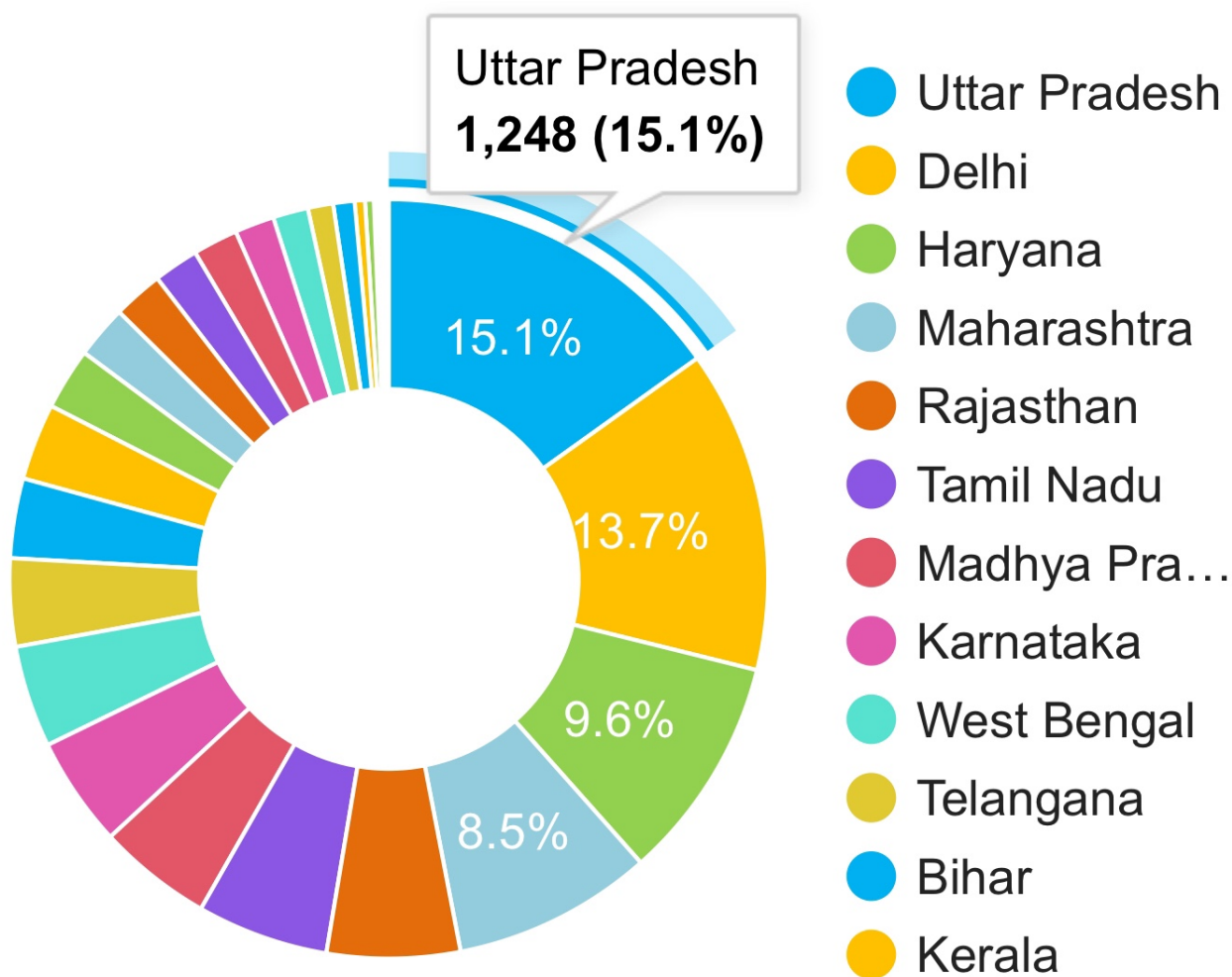
We faced unique challenges this year, not only because of the delay in the LSAT exam date (due to the Indian elections and the consequent rescheduling of the CLAT exam), but also other challenges of significant reduction in the market share of students pursuing coaching in even well established centres and market leaders.

Please find a detailed analysis of the LSAT—India Journey 2019 below attached for your reading.

With happiness and excitement  
Raj

Record registrations for LSAT—India exam administered for Jindal Global Law School at a whopping 20.5% year on year growth

## State-wise Applications (India)



## Some Important Highlights from 2019 LSAT-India Journey

### I. Chennai (constituting 5.6% of the total registrations)

Chennai is the test centre with the highest growth in test takers at over 40% reaching a total of 463, only below the prominent CLAT taking states like Delhi, Uttar Pradesh and Rajasthan. This phenomenal growth in Chennai calls for introspection about the outreach strategies adopted and executed in this city.

1. JGU Vice-chancellor's visit to Chennai addressing over 12,000 students and parents at the annual Loyola College Convocation, which was widely covered and reported by media did contribute to the creation of wider awareness in the city about JGU and JGLS.
2. JGU's constant presence in this city jointly organising conferences and seminars in the area of legal education collaborating with Co-Draft Academy of Law and the Dr. Ambedkar Law University needs mention and recognition.
3. This is probably among the few cities where LSAC and JGU got associated with all the three market leaders in the coaching industry namely, Sriram Law Academy, Co-draft Academy of law, and Career Launcher. Almost all the students preparing for law entrance examinations were addressed through a combination of open house sessions and class room interactions.

### II. Uttar Pradesh (constituting 15.1% of the total registrations)

For the first time in the last 10 years, the state of Uttar Pradesh surpassed Delhi as the highest recorded LSAT registrations state with a year on year growth of 30%.

1. Strategically tying up with the market leader in the state of UP, CLAT Possible, and interacting with all the students and parents across the cities of Lucknow, Kanpur, Noida, Prayagraj and Varanasi through open houses personally addressed by the JGLS

Admissions Team and the JGU Vice Chancellor contributed to this significant growth.

2. This is one of states where the JGU Vice Chancellor addressed students inside the coaching institutes covering more than 10 different centres, 2 different cities, and more than 1000 students.
3. Professor Anand Prakash Mishra's hosting of CLAT possible mentor Ms. Surabhi Mody Sahai at JGU campus, Vice Dean, Professor Sreejith's lecture at the coaching centre and building an institutional relationship with CLAT Possible has significantly helped us for increased numbers from the state of Uttar Pradesh.
4. It is also important to mention that this year, the leadership of the Law School Admission Council in adding Varanasi as an additional test centre is noticeable. This further recognises the need for writing a outreach strategy aligned with the test centres.

### **III. Bihar (constituting 3.4% of the total registrations)**

For the first time in the last 10 years, the state of Bihar has recorded a growth of 81% year on year.

1. Strategically tying up with all the noticeable players in the state of Bihar, Career Launcher, CLAT Path, and CLAT Possible and interacting with all the students inside the coaching institutes covering over 700 students in the span of 3 days. This was a very significant strategic initiative.
2. The leadership and networking of Professor Anand Prakash Mishra in connecting to these coaching institutes needs specific mention.
3. The laborious back-to-back sessions delivered by Professor Ramanujam, Professor Anand Prakash Mishra, and Mr. Anmol Patel was a contributing factor for this unprecedented increase.

### **IV. Rajasthan (constituting 5.7% of the total registrations)**

Rajasthan, a state with a very high CLAT takers percentage, has recorded a year on year growth of over 40%.

1. LSAC's Association with CLAT prep, the coaching Institute that produced the top 3 CLAT rank holders in 2018 and hence became

the market leader in Rajasthan catering to more than 3000 students covering cities like Jaipur, Jodhpur, Udaipur, and Bikaner. This strategic relationship with CLAT prep by conducting open house hosting students, parents, and owners of CLAT prep presided by Mr. Yusuf Abdul-Kareem, Professor C. Raj Kumar, and Professor Padmanabha Ramanujam contributed to this success.

2. The contribution of Mr. Deepu Krishna, Prof. Ramanujam, Mr. Anmol Patel in taking back-to-back classroom sessions covering over 1000 students in the span of 2 days needs special mention.
3. The open house was attended by over 150 students and parents, which became the launch pad for capturing the imagination of students towards writing the LSAT—India exam.

#### **V. Madhya Pradesh (constituting 4.9% of the total registrations)**

The state of Madhya Pradesh has recorded a year on year growth of 40% with the cities of Bhopal and Indore contributing to the maximum.

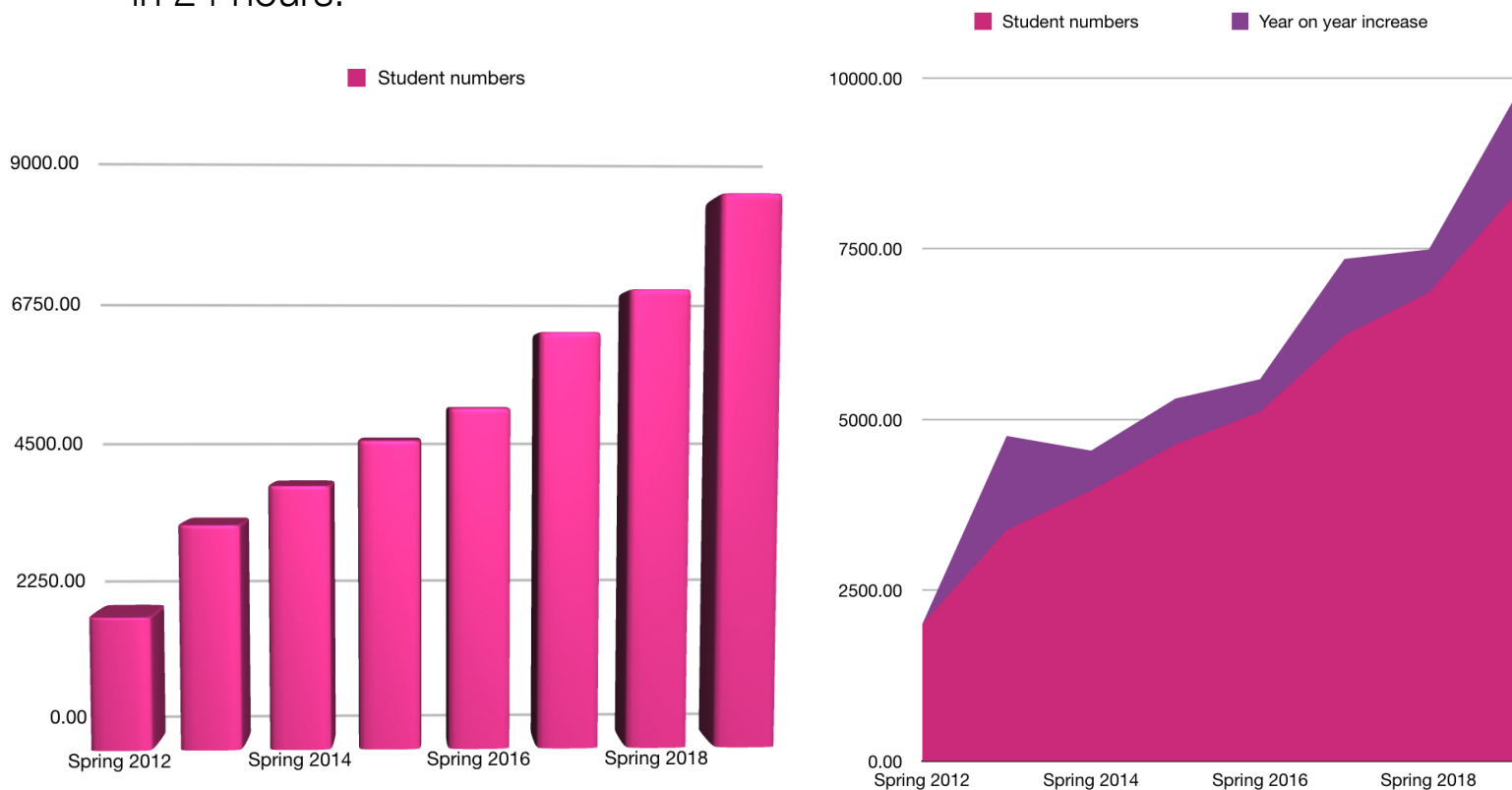
1. Tying up with LegalEdge and Career Launcher in conducting classroom sessions and open house, which was attended by more than 200 students and parents and back to back classroom sessions covering more than 600 students was personally executed by the JGU Vice Chancellor. In fact, that one session made all the difference.
2. Tying up with LegalEdge, Career Launcher, and the School of Skills Vidhigya in Indore and conducting classroom sessions catering to more than 500 students undertaken by Professor Ramanujam, Mr. Deepu Krishna, and Mr. Anmol Patel has also contributed to this growth.

The smaller cities of Raipur, Dehradun, Vijaywada, and Ranchi have also recorded an increase of 30% year on year growth.

Jindal Global Law School's affiliation with Career Launcher covering more than 40 cities, tie-up with CLAT Possible catering to more than 4000 students, digital marketing efforts undertaken by the JGU digital marketing and law admissions team led by Mr. Nagendra Singh, media reports and the release of placement information, international

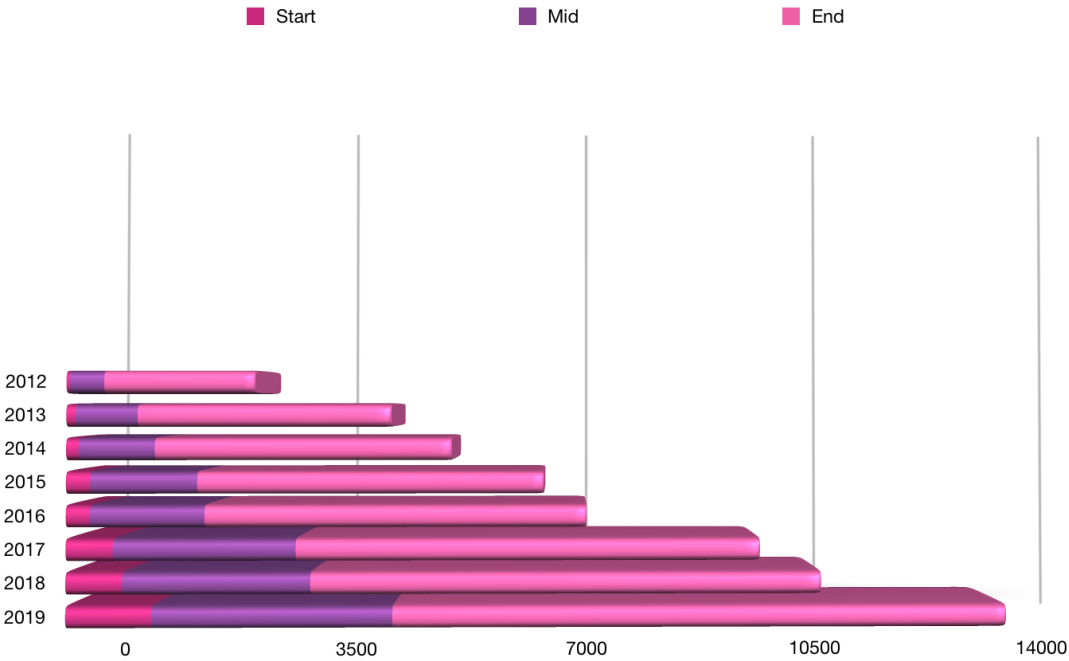
collaborations brochure and the tireless efforts of JGLS faculty members in travelling to various parts of the cities are the most important factors for this growth.

The strategic relationship built by Professor Ramanujam partnering and forging new associations, and financially supporting for conducting classroom sessions and open houses with LegalEdge, CLAT prep, CLAT path, AB tutorials, Co-draft academy of law, iQue ideas, and Success Mantra has significantly contributed to the spurt in numbers. Mr. Yusuf Abdul-Kareem's visits to India, creating budgetary provisions for outreach, securing financial approvals and releasing payments was an important contribution for the surge in numbers. This year also noticed an addition of 3 new test centres covering Jammu, Varanasi, and Vijaywada. The strategic decision of LSAC to open the registrations once again right after the CLAT exam, which was strongly recommended and pursued by Prof. (Dr.) C. Raj Kumar, led to an addition of another 308 registrations in 24 hours.



The above graph (on the left) is a representation of the progression of the total student paid registrations from 2012 up to 2019.

The above graph (on the right) is a representation of the year on year increase of total student paid registrations from 2012 up to 2019. The increase in numbers in 2019 from 2018 is 20.5% i.e. 1406.



The above graph is a representation of year on year student registrations divided into 3 stages (start, mid, and end).